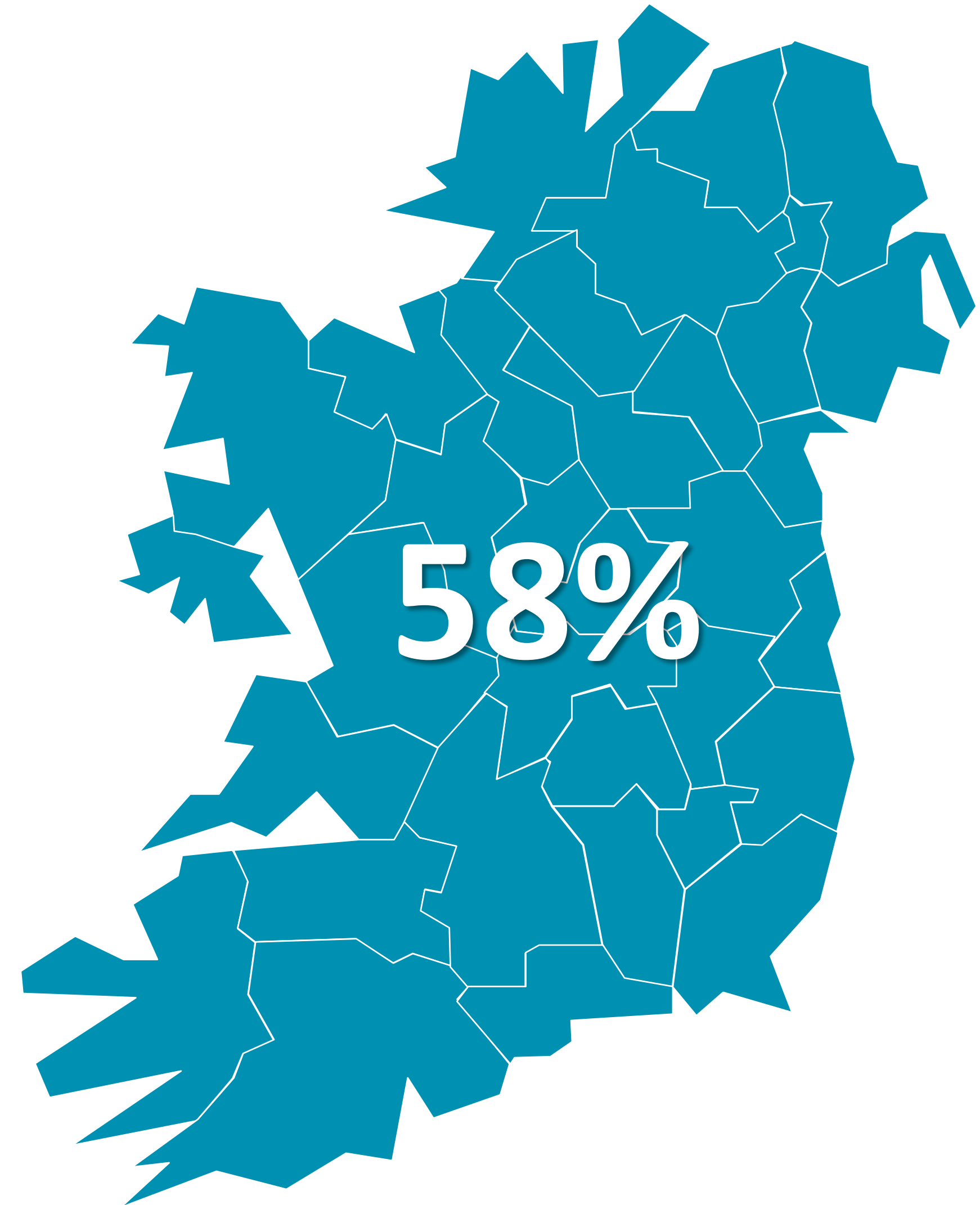


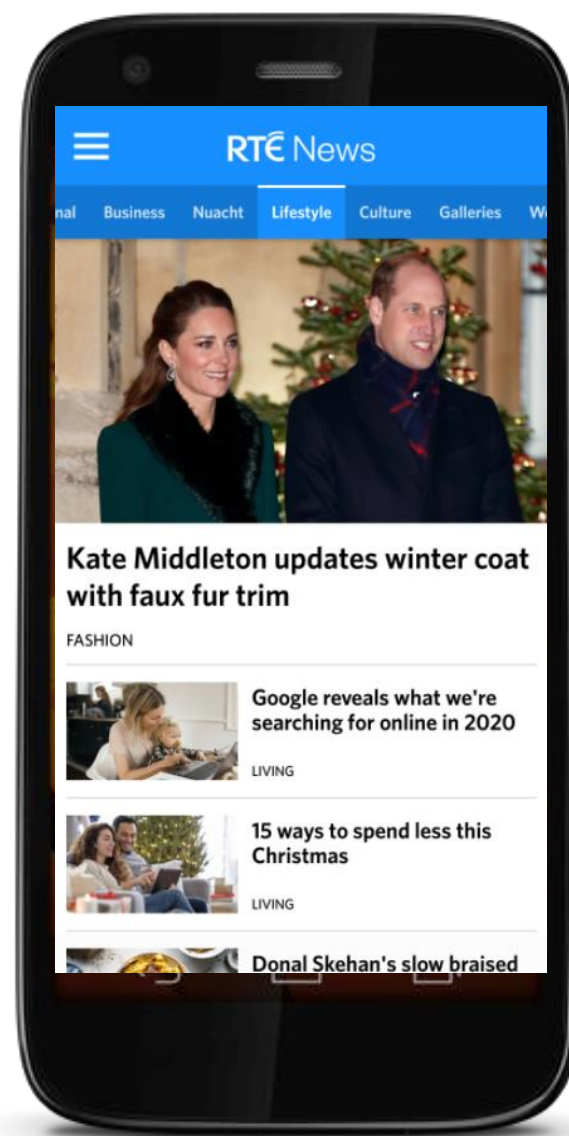
DIGITAL SERVICE USAGE

58% of Irish adults use a digital service from RTÉ every week (2020)



RTÉ News

RTÉ News is the Number 1 news and entertainment app in Ireland



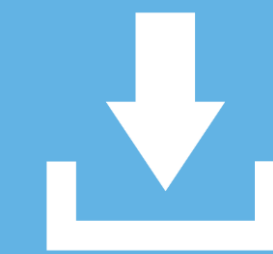
N^o. 1

News App



2.9m

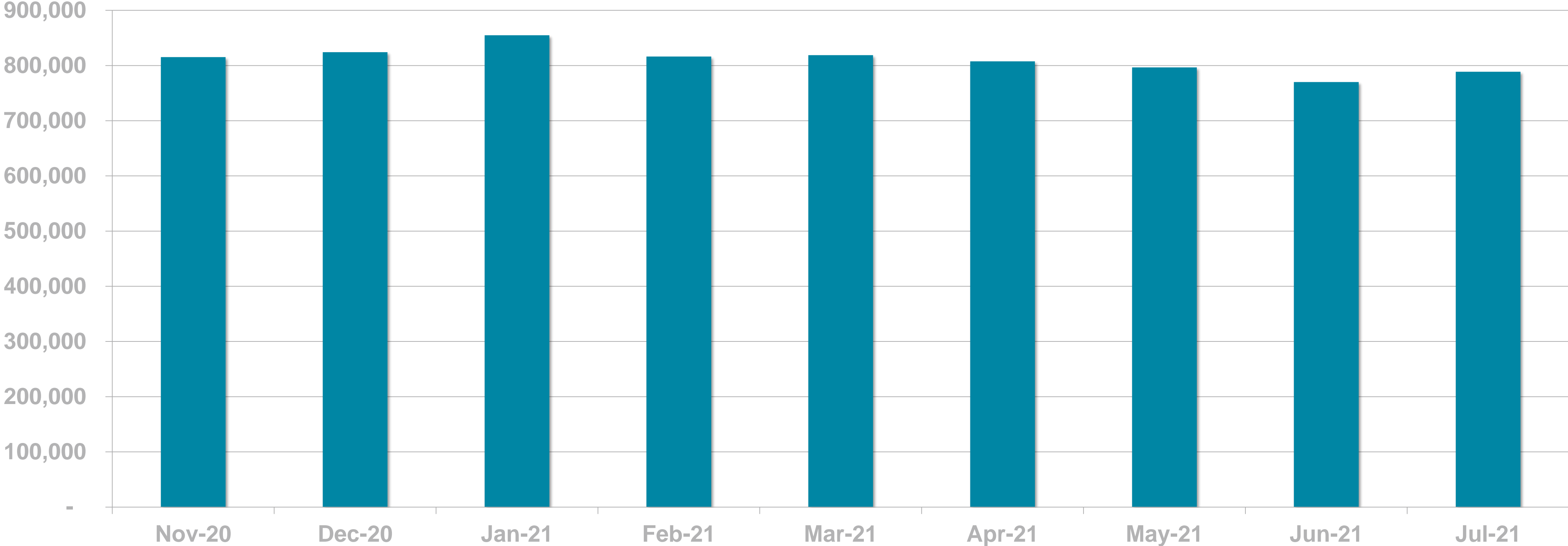
App Downloads



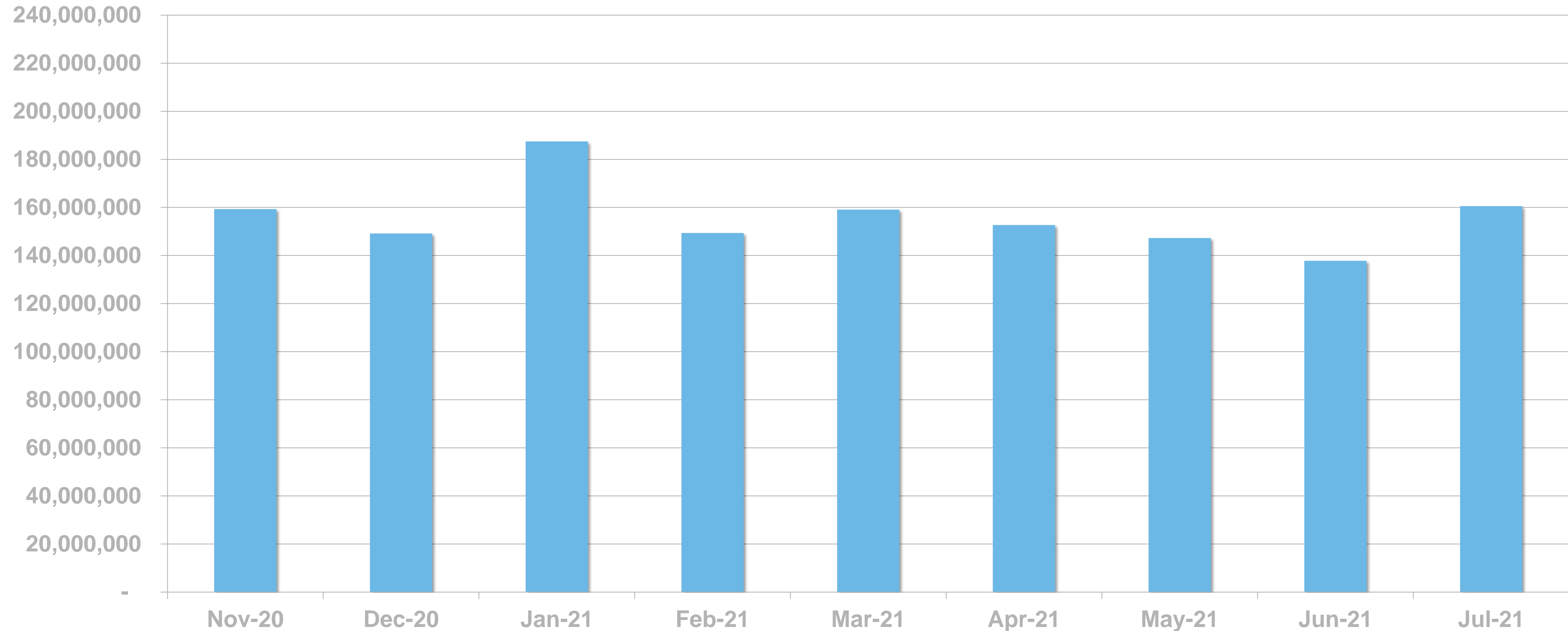
News Apps Ever Used – November 2019 (Adults 18+)



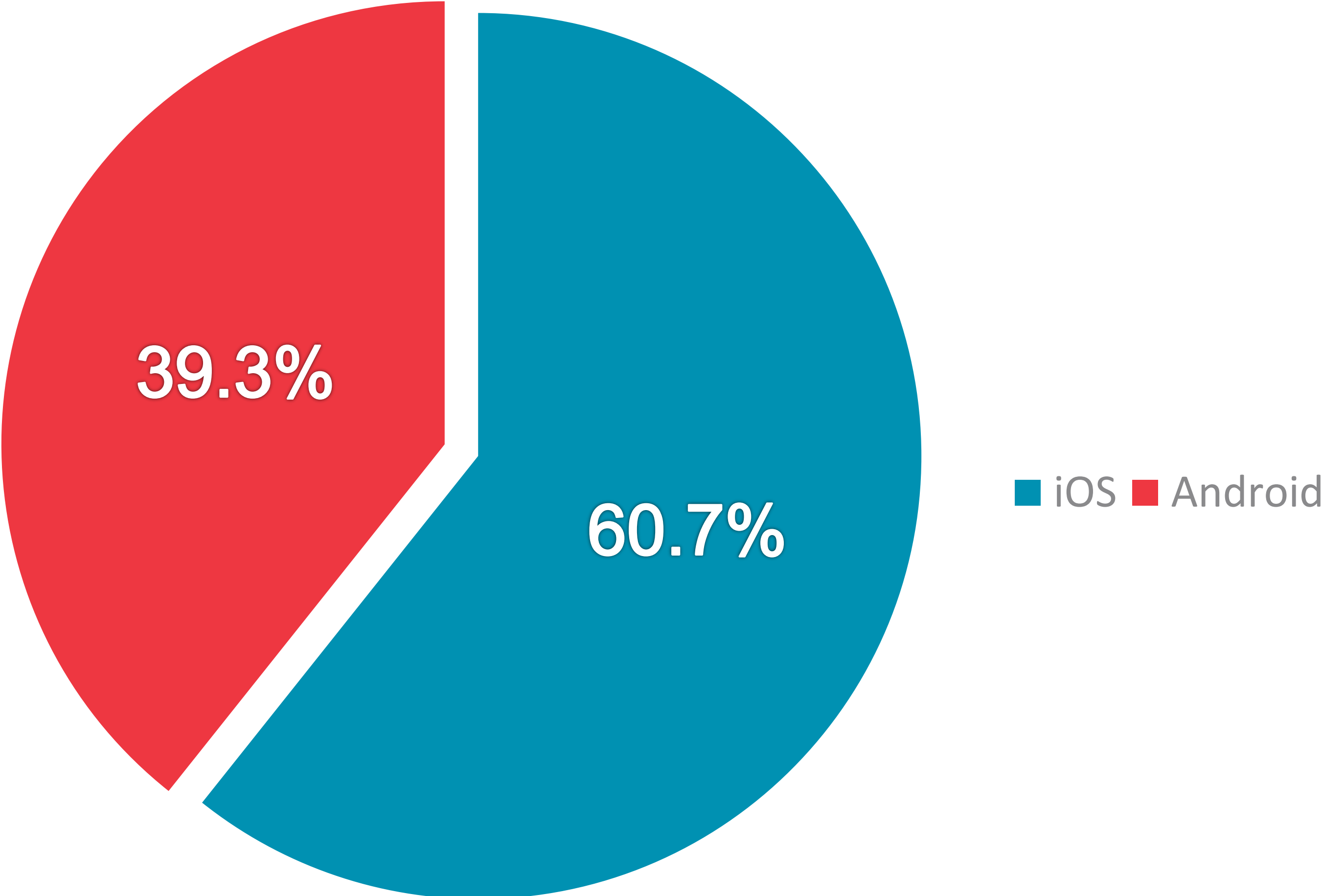
RTÉ News App UNIQUE BROWSERS PER MONTH



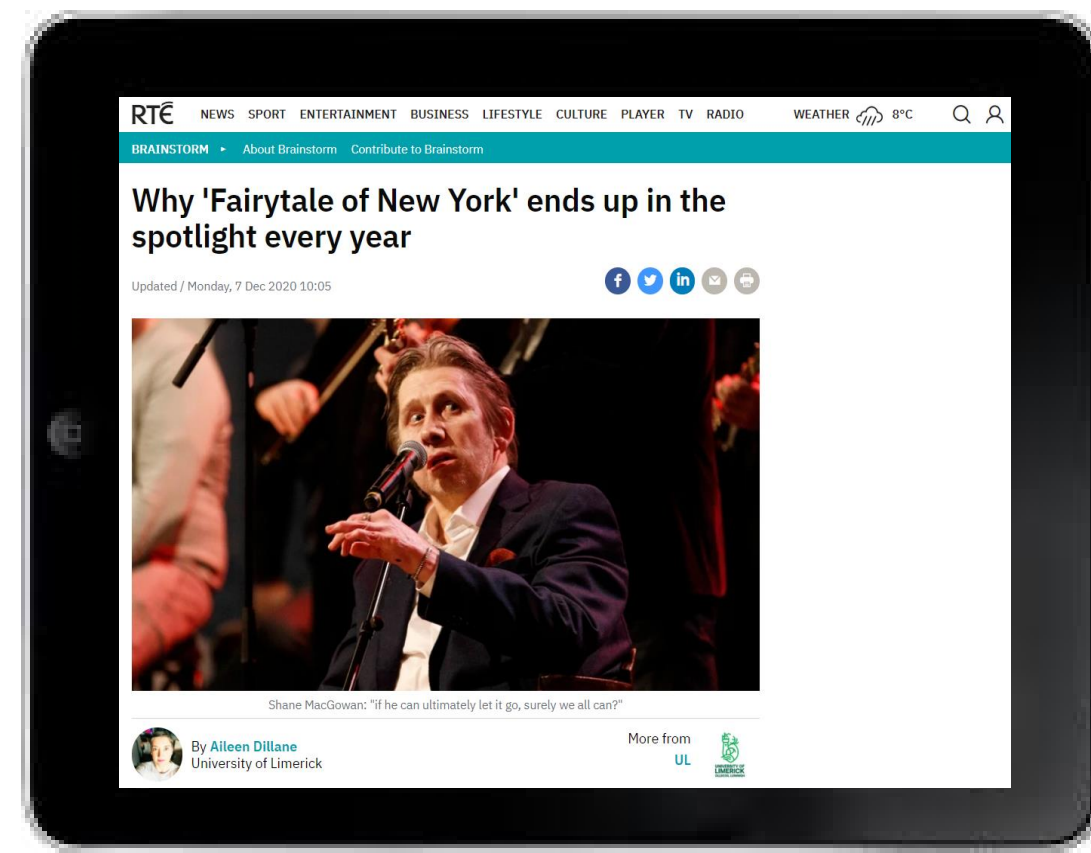
RTÉ News App PAGE VIEWS PER MONTH



PAGE VIEWS PER APP VERSION



RTÉ.ie



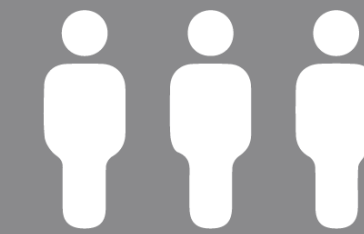
Ireland's No. 1
Multi-Media
Website



7 mins
Average visit



13 million
Monthly Unique
Browsers*



RTÉ.ie is the Number 1 multi-media website in Ireland, used by 38% of Irish adults

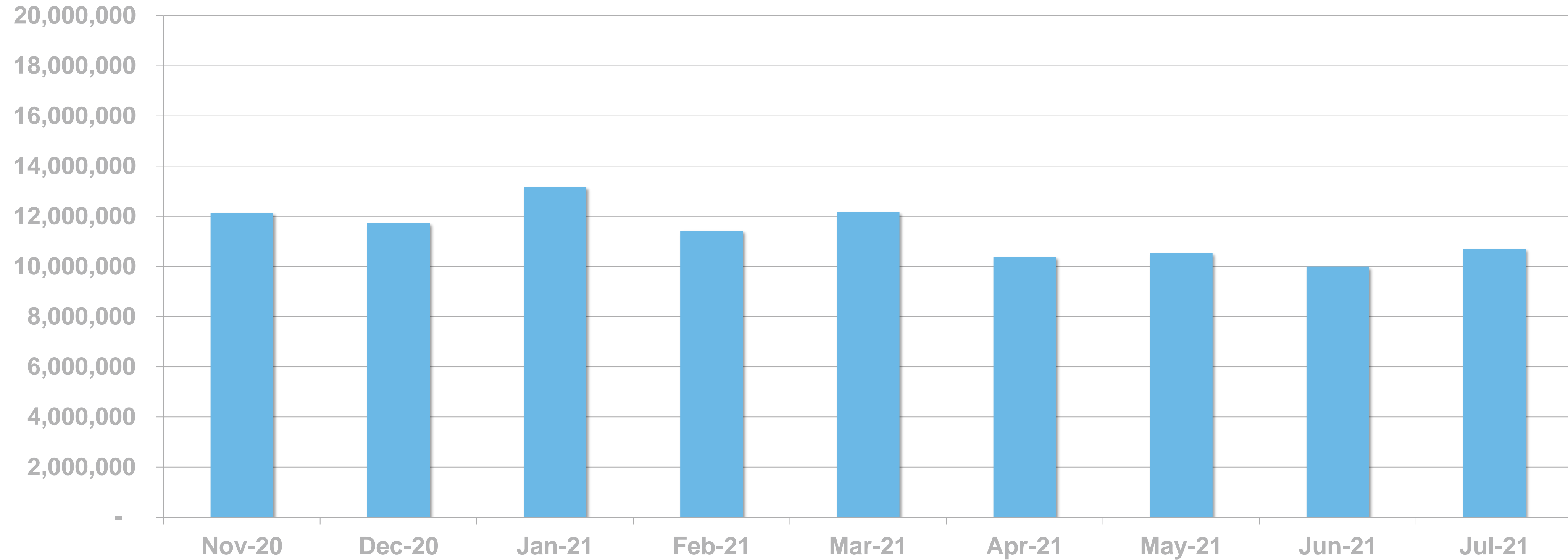
News & Entertainment Websites Ever Used November 2019 (Adults 18+)



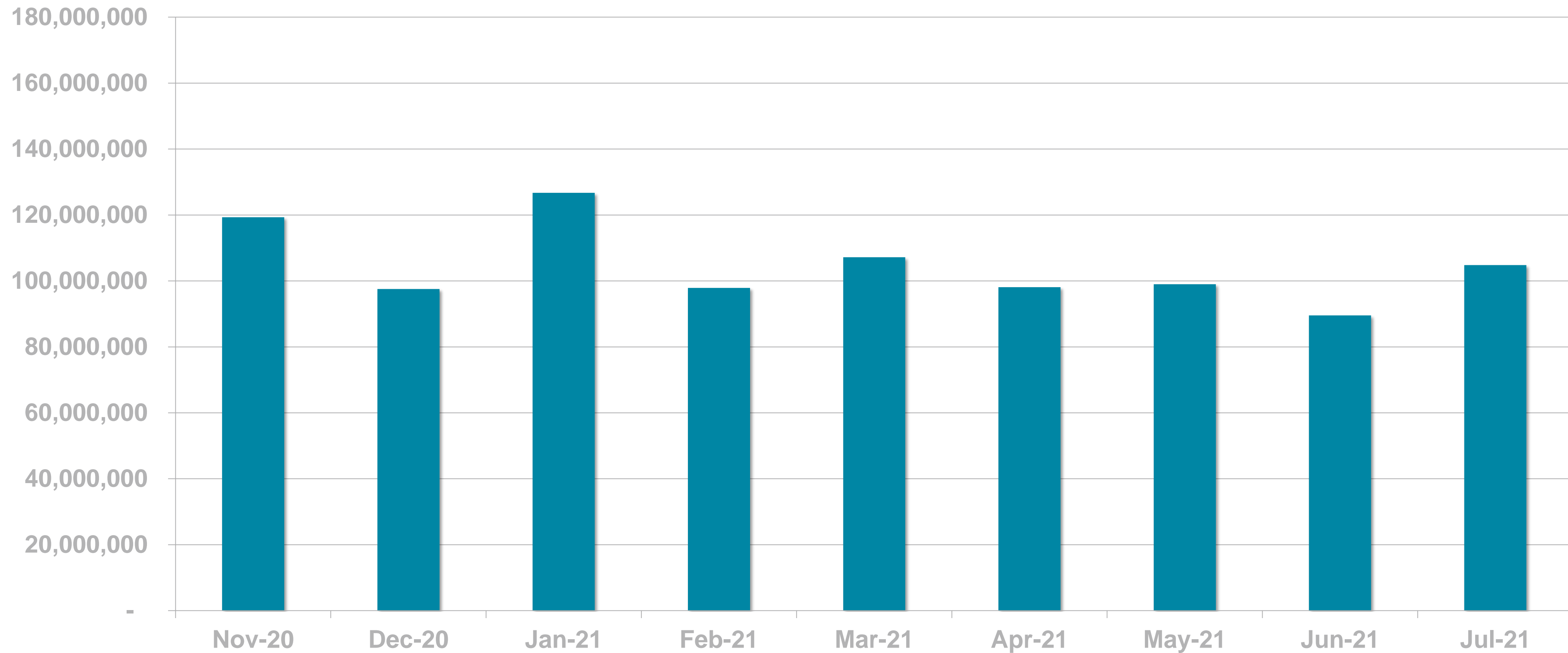
RTÉ Media Sales

Source: B&A Survey, Nov 2019 (968 Irish Adults 18+)
*Worldwide, Device-based metric

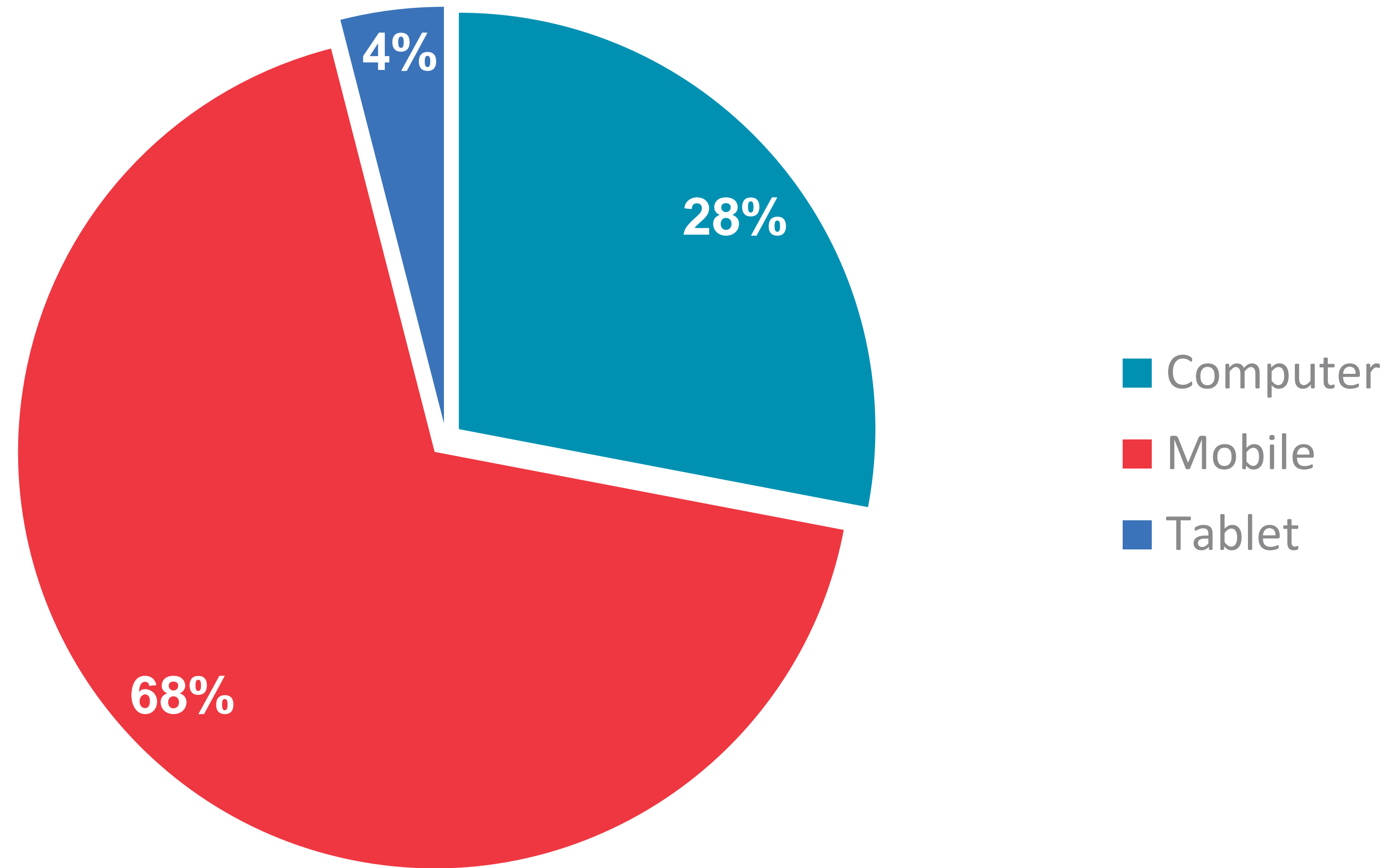
RTÉ.ie UNIQUE BROWSERS PER MONTH



RTÉ.ie PAGE VIEWS PER MONTH

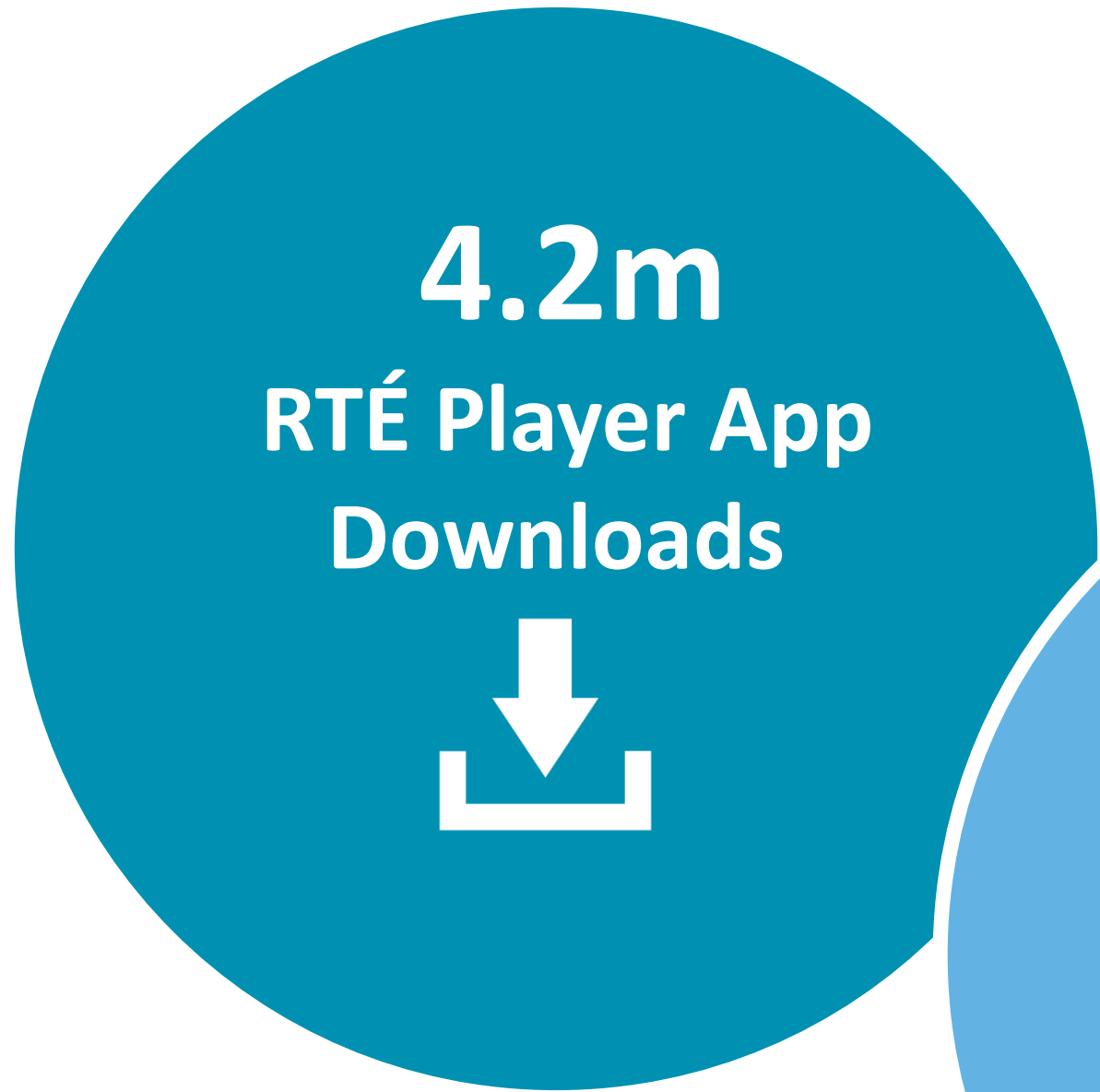


RTÉ.ie PAGE VIEWS PER DEVICE

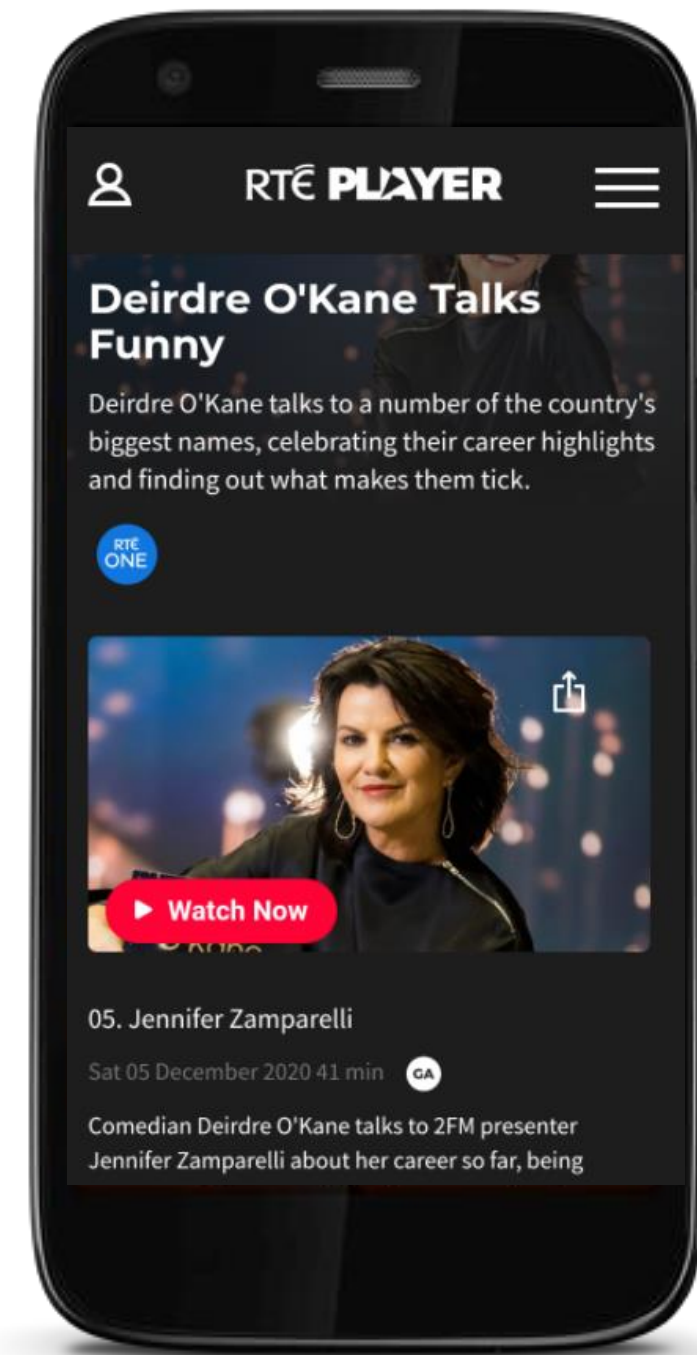
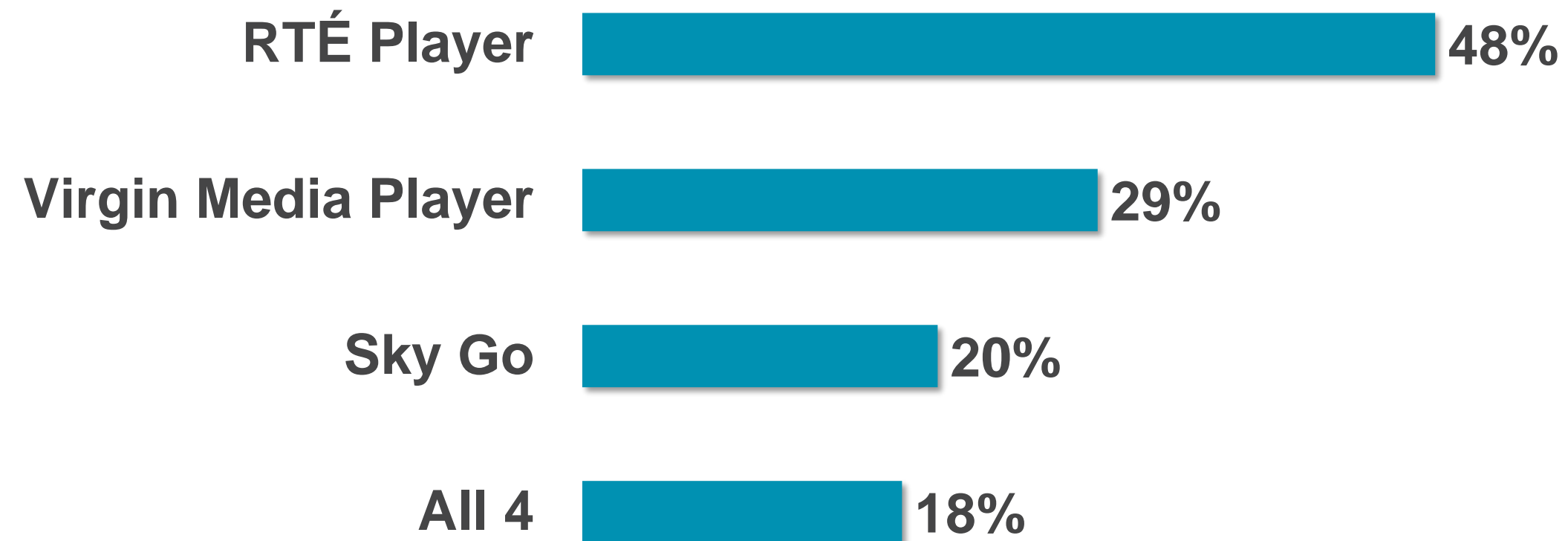




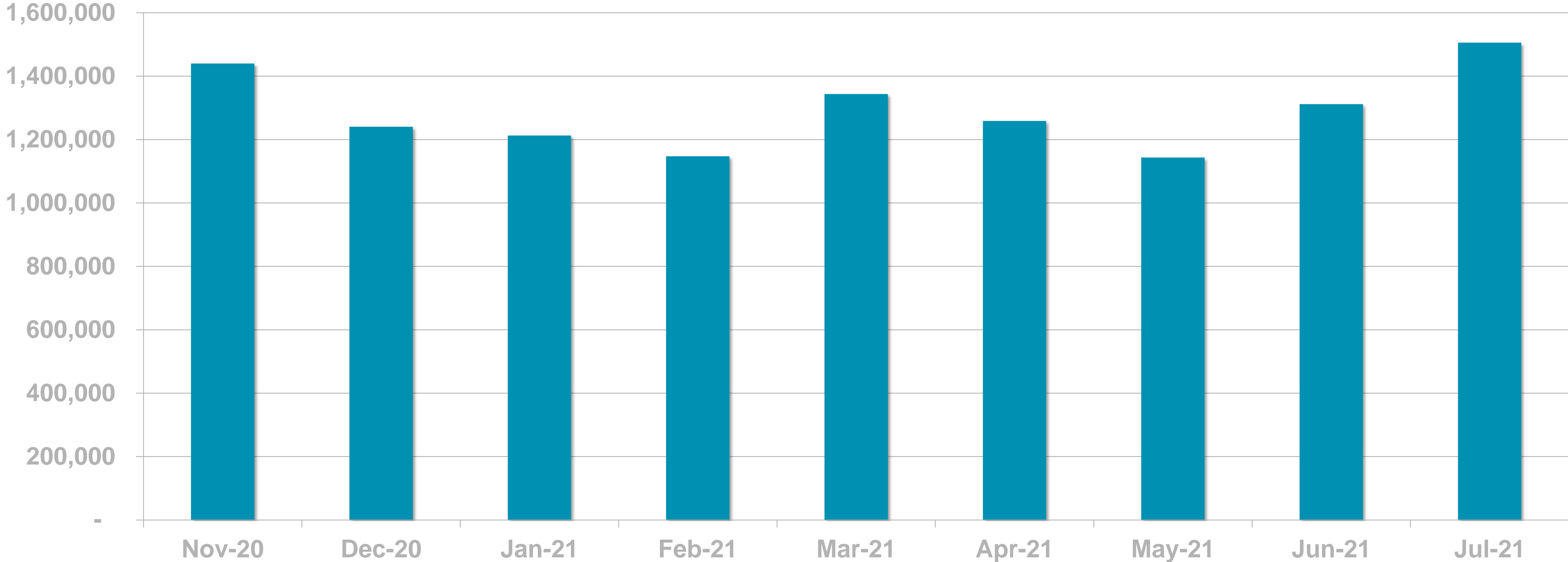
RTÉ Player is the Number 1 broadcaster video on demand service in Ireland used by 48% of adults in Ireland



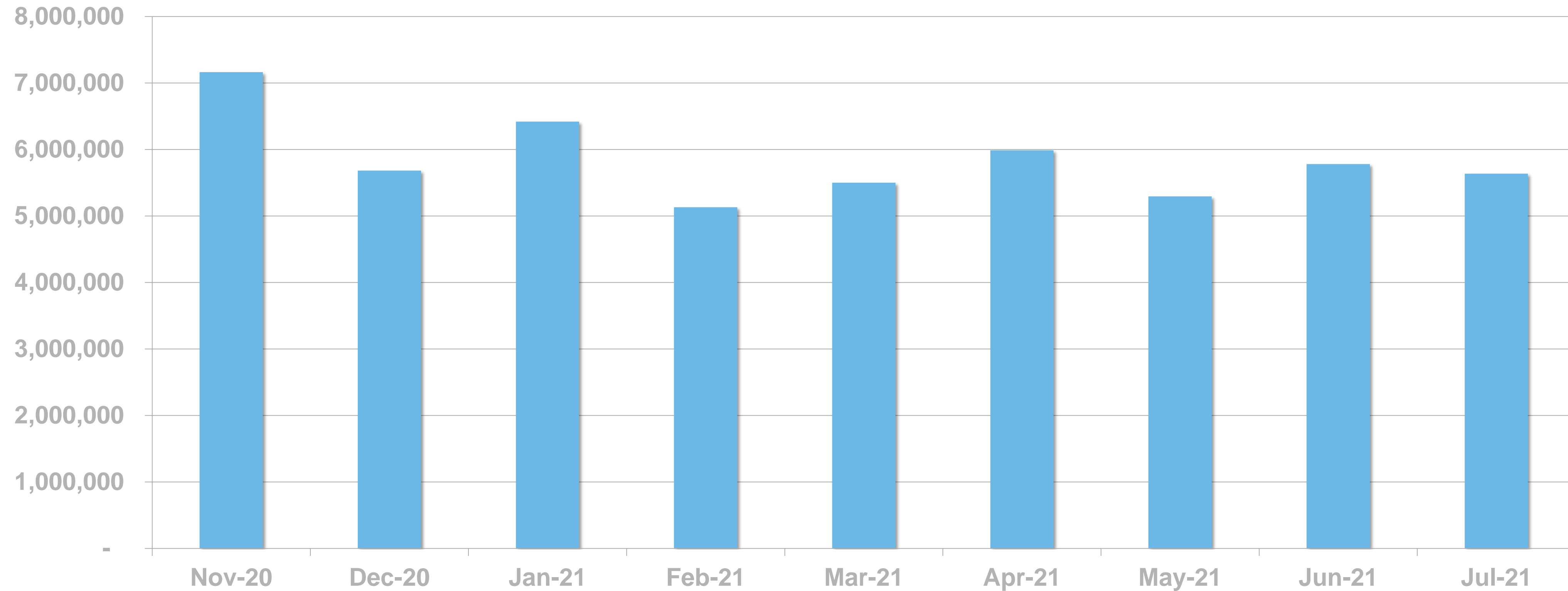
BVOD Services Ever Used
November 2019 (Adults 18+)



RTÉ PLAYER UNIQUE BROWSERS PER MONTH



RTÉ PLAYER STREAMS PER MONTH



Top Programmes

	Programme	Streams
1	UEFA Euro 2020	920,000
2	Home & Away	485,000
3	EastEnders	286,000
4	Fair City	286,000
5	Tokyo 2020: Daytime	226,000
6	The Sunday Game Live	188,000
7	Tokyo 2020: Through the Night	159,000
8	RTÉ News: Nine O'Clock	157,000
9	RTÉ News: Six One	129,000
10	Neighbours	109,000
11	The Good Wife	108,000
12	The Nest	104,000
13	Line of Duty	102,000
14	Normal People	88,000
15	Frasier	79,000

AUDIENCE TARGETING

Audience targeting across RTÉ Online services

Indexed data (100 is average)

DEMO	AUDIENCE						
	RTÉ.IE	NEWS & BUSINESS	SPORT	LIFESTYLE	RTÉ PLAYER	RTÉ NEWS NOW APP	RTÉ PLAYER APP
Male	112	114	145	73	107	118	104
Female	88	86	67	126	93	83	96
Male 18-34	112	109	165	110	151	106	131
Female 18-34	100	95	110	118	126	94	124
Main Shopper + Kids	102	105	97	156	102	116	101

Source: TGI

RTE Media Sales



mediasales@rte.ie



www.rte.ie/mediasales